國際禮儀
Etiquette & Manners

陳舜仁
Ben Chen

Ben Chen 陳舜仁

- 學歷
  - 台北醫學院藥學系 1976年畢業
  - 國立政治大學企業經理人班 1985年結業
- 經歷
  - 台灣百靈佳殷格翰股份有限公司 藥事政策事務經理 (2010~2014)
  - 台灣蘇威股份有限公司 總經理 (2007-2010)
  - 台灣三共製藥股份有限公司 副總經理 (2002-2003)
  - 台灣拜耳股份有限公司 西藥處 行銷經理 (1998-2001)
  - 美國普強大藥廠中國分公司 銷售及行銷總監 (1992-1996)

禮儀(Etiquette)的源由

- 原意為法文的「標籤」，主要是英國宮廷中的產物，根據西方文明國家的傳統禮俗、習尚與經驗逐漸演化而成
- 國際禮儀重要性-現代人必備條件
- 入境隨俗
- 有「禮」走遍天下
  - 通行於現代文明社會的社交規範
  - 禮儀應融於生活

Dress Code

衣的禮節

穿的禮節

- 整潔、合時、合宜
  - Dress up?
  - Dress down?
  - Dress right!
- 服飾的威力
  - 輪廓、比例、線條、合身、組合
  - 布料、剪裁、作工

Dress Code

- Formal
  - Typical events: Weddings, state dinners, etc. Note that the use of white tie and morning dress has become fairly rare in some countries (such as the U.S. and Australia), where black tie or a lounge suit (as appropriate) is often worn to the above events.
- Semi-formal
  - Typical events: Theatre opening nights, charity balls, etc.
  - There is some variation in style depending on whether it is summer or winter. See black tie for more details.
- Informal
  - Typical events: Diplomatic and business meetings, many social occasions, everyday wear
  - Business wear is included in the informal category, generally consisting of a business suit and tie. Informal dress code encompasses all suits, but not all suits are considered business appropriate in fabric, cut, or color.



Informal (Business)



Business casual

- Business casual dress, also "smart casual", is a popular work place dress code that emerged in white-collar workplaces in Western countries in the 1990s, especially in the United States and Canada. Many information technology businesses in Silicon Valley were early adopters of this dress code. In contrast to formal business wear such as suits and neckties (the international standard business attire), the business casual dress code has no generally-accepted definition; its interpretation differs widely among organizations and is often a cause of sartorial confusion among workers.

Smart Casual



男士正式服裝

- 西裝上衣(套裝或獵裝) ：毛絨質料、不易起皺、暗色(黑藍、墨綠、深褐、深棕)
- 襯衫：淺色或與西裝同色系，燙得平整，袖口略長西裝袖口兩公分，不可是短袖
- 領帶：可展現個人風格但樣式不可太花俏，領帶的長度以蓋住皮帶頭為限
- 鞋子：黑色或與搭配西裝顏色
- 襪子：與皮鞋相同，以黑色為主
- 皮帶：以深色為原則

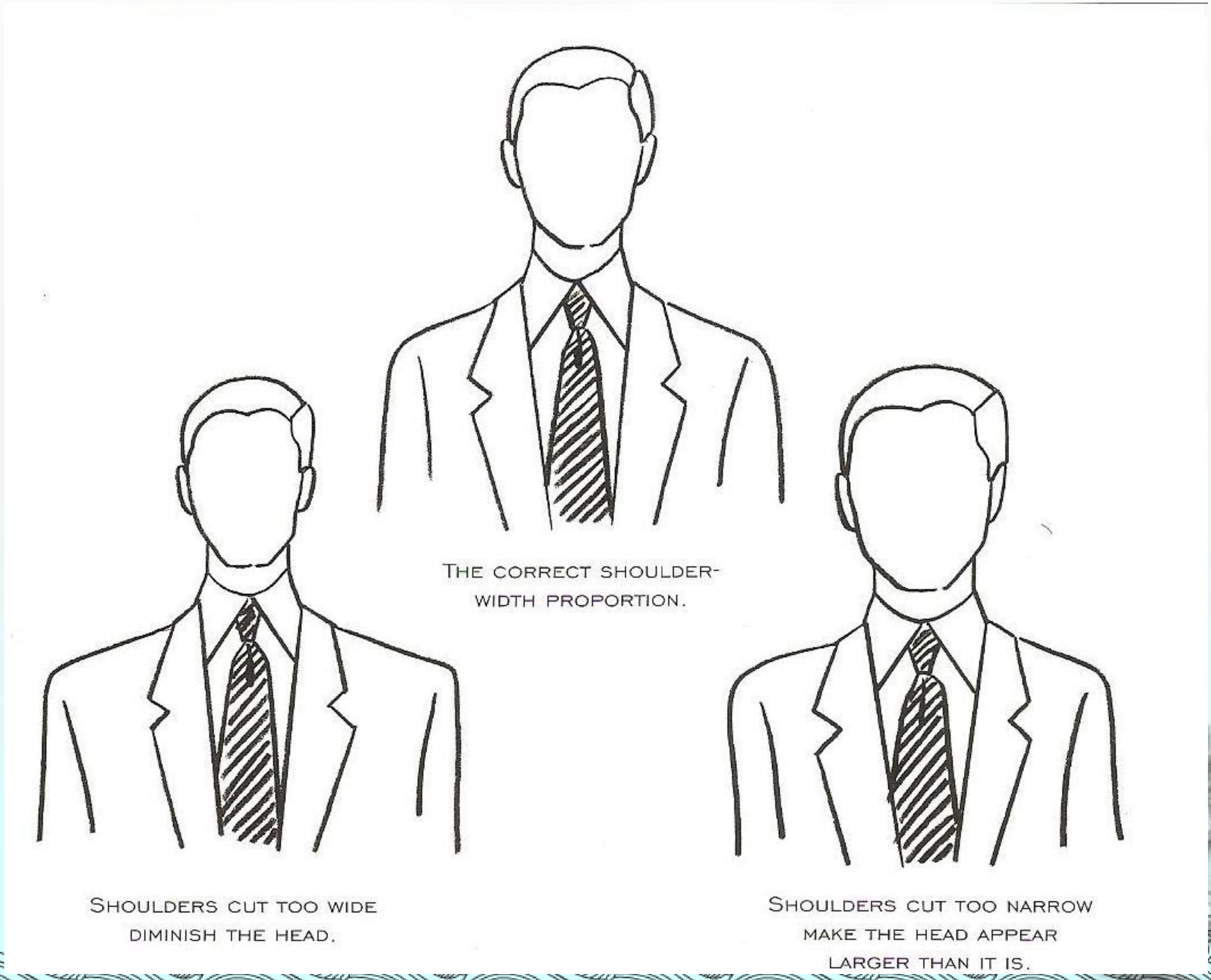
西裝

- 男人西裝穿得有型與否，最重要的是本身的布料與剪裁
- 穿上西裝第一件事就是檢查肩膀會不會下垂或拉扯，前胸寬與後背寬是否平順，並檢查下襬是否剛好到虎口附近
- 依你的體型，西裝也分兩種，一是需要墊肩的硬體型西裝，另一種就是窄版合身的，選對西裝可以修飾你的缺點
- 西裝建議先買整套，回去可以再分開搭

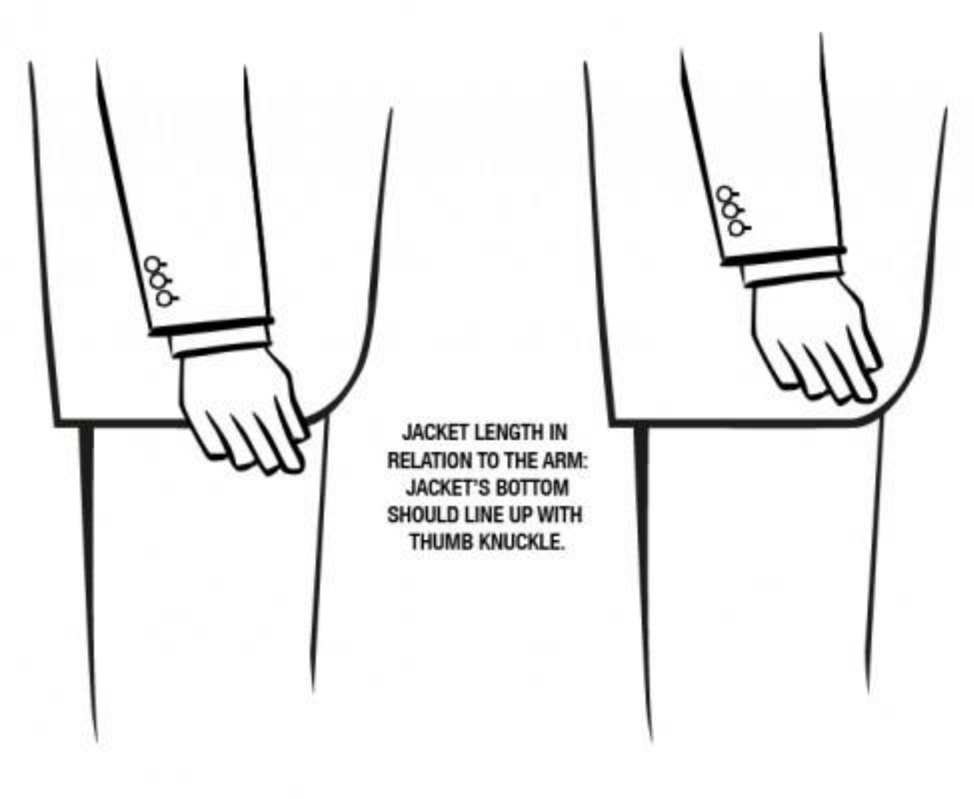
西裝

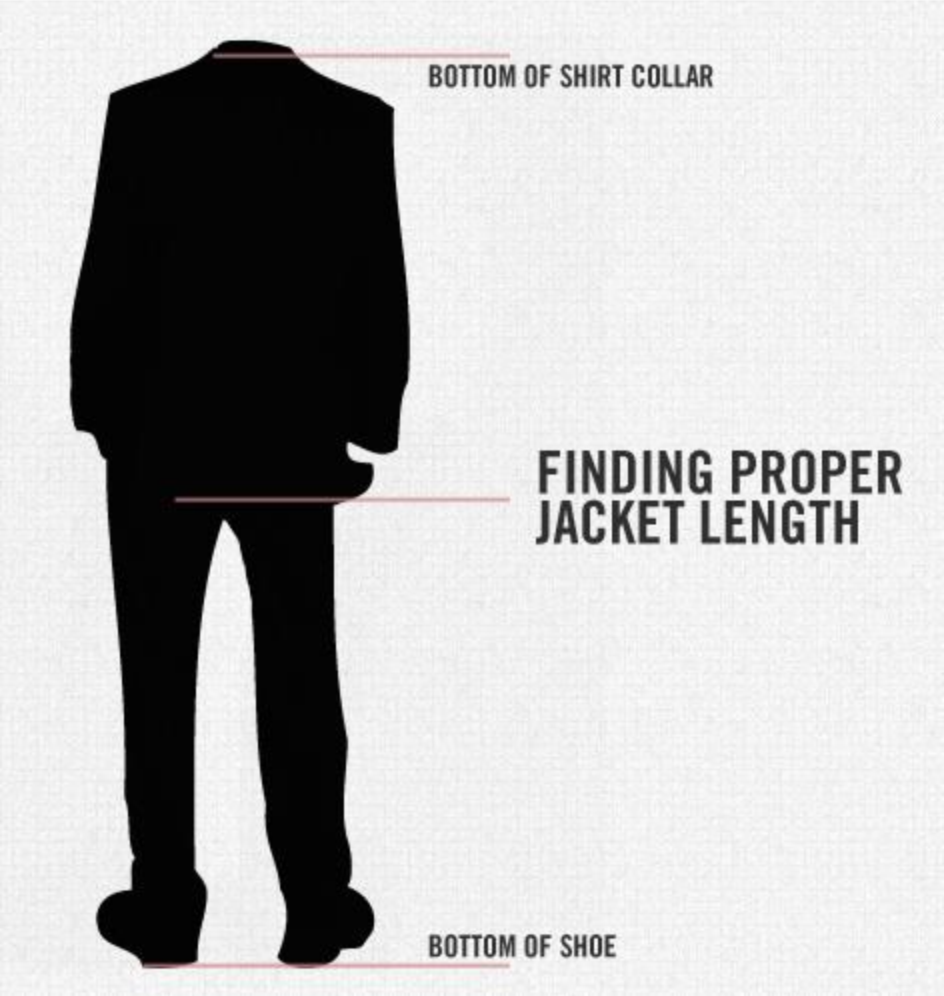


選擇符合自己尺寸的西裝



西裝的正確長度

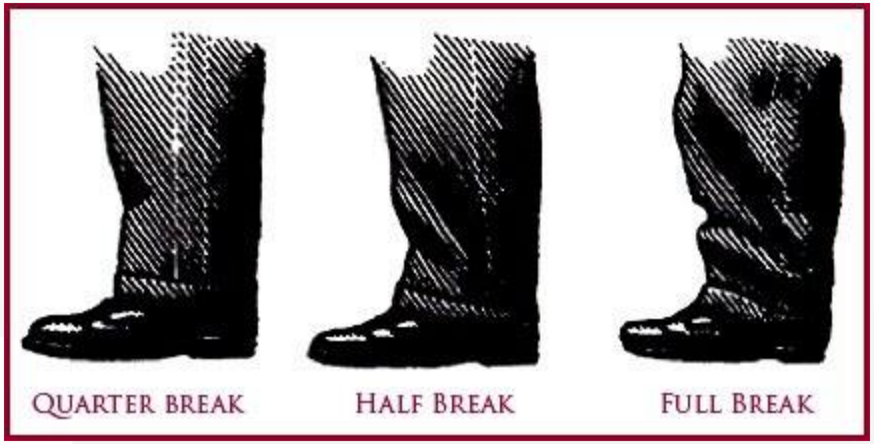

JACKET LENGTH IN
RELATION TO THE ARM:
JACKET'S BOTTOM
SHOULD LINE UP WITH
THUMB KNUCKLE.


BOTTOM OF SHIRT COLLAR
FINDING PROPER
JACKET LENGTH
BOTTOM OF SHOE

襯衫、領帶搭配


1307
3M, 9M
12M-24M
2T-4T
4-7
8-14
White
Blk Skyblue
Blk Red
Blk Peach
Blk Hotpink
Pastel Green
Blk Lilac
D-Taupe
Jade
1010
3M-9M
12M-24M
2T-4T
4-7
8-14
Lily-Green
Hotpink
Hawaiian Blue
Aqua
Teal
Pumkin
Purple
1020
3M-9M
12M-24M
2T-4T
4-7
8-14
Olive/Lily Green
Brown/Ivory
Purple/Lilac
Hotpink
Pastel/Green
Sand/Brown
Lilac/Purple
Lilly Green/Olive
Royal/Pink
Peach
Aqua/Black
Rust/Pumkin
1009
3M-9M
12M-24M
2T-4T
4-7
8-14
Aqua
Brown
Olive
Rust
Sand
Navy
Purple
Lilac

褲長







鞋子

- 有型的男人不能只訂製一雙好鞋穿，因為鞋子不僅要配合場合做穿搭，也要避免鞋子在每天承受人一天的重量下，造成損壞
- 男人必備3種鞋款：皮鞋（其中又以繫帶的牛津鞋最為代表）、Loafer（樂福便鞋，不繫帶的輕便鞋）與休閒球鞋
- 鞋子前方的鞋楦比較尖，要身高夠的人穿起來才稱頭，較尖頭的鞋楦也會比較搖滾感、時髦一點

男士正式鞋款


RENALAN'S VISUAL GUIDE TO DRESS SHOES
SHOES
Saddle/Spectator
Longwing Blucher
Shortwing Blucher
Split Toe Blucher
Plain Toe Blucher
Medallion Cap Toe Balmoral
Perf Toe Balmoral
Cap Toe Balmoral
Medallion Toe Wholecut
Wholecut
Opera Pump
BOOTS
Jodhpur Boot
Chelsea Boot
Chukka Boot
Wingtip Boot
Split Toe Boot
Plain Toe Boot
Cap Toe Boot
Balmoral Boot
LOAFERS
Moc Toe Penny Loafer
Horsebit Loafer
Tassel Loafer
Fullstrap Loafer
Double Monkstrap
Single Monkstrap
LEATHERS
Suede
Chromexcel
Pebble/Scotch Grain
Shell Cordovan
Calfskin
Patent Leather
SOLES
Wedge
Commando
Dainite
Leather Dress
FORMALITY



女士正式鞋款










皮帶



- 整套西裝、跟半休閒的裝扮，對皮帶的要求不盡相同。前者要呈現專業的形象，一條黑皮帶基本上絕對需要，半休閒的裝扮皮帶可以「玩」得多一點
- 整套的西裝，皮帶上五金顏色盡量簡單，而「極簡」最能有高科技的專業質感，所以推薦霧面銀的扣環
- 上班可以穿半休閒的牛仔褲或帆布等褲子時，就不能搭西裝用的皮帶，要粗獷一點，紋路也可以比較粗

女士正式服裝



- 日間正式場合以西式套裝為主
  - 首飾以小巧精緻為原則，避免太過或太多
  - 化妝以淡妝、整潔乾淨為主
  - 皮包以肩背式方形為佳，東西多時，另加手提箱
- 夜間正式場合
- 休閒場合：搭配年齡、身材、在精不在多、注意姿勢、髮型



女士襯衫









女士服裝注意事項

- 鞋子選擇易搭配服裝的色彩，中低跟〈高度1~2吋〉
- 球鞋及涼鞋均不適合上班
- 必須記得穿絲襪
- 三點不露：肩膀、膝蓋、腳指頭
- 不正式的穿著：細肩帶小可愛、背心式上衣、迷你裙、短褲、涼鞋...等

套裝

- 正經嚴肅的合身西裝套裝加上內搭的襯衫、及膝短裙或長褲，顏色多半以黑、灰、深藍色等為主，是容易顯示專業感的基本穿著
- 選擇細節上有一些設計感的套裝，例如西裝外套有扣無扣的設計，立領、劍領的領口變化，袖子的長短等等，都會自動調整妳是嚴謹還是休閒的味道。加上褲子也有長短變化、口袋的特殊設計、腰帶部份的美化等等，同樣是套裝，這些小細節卻是變出活潑氣息的關鍵

男性服裝儀容自我檢視

- 頭髮是否梳理整齊？
- 鬍子是否刮乾淨？
- 注意口腔衛生以防止口臭
- 襯衫是否乾淨？是否有縐折？
- 古龍水之味道是否太濃或太刺鼻？
- 不可穿白色之運動襪或樣式太花俏
- 指甲是否太長？
- 眼鏡是否清潔？

女性服裝儀容自我檢視

- 頭髮是否梳理整齊？
- 長髮是否往後梳好、綁好？
- 口紅顏色是否合適？
- 指甲油的顏色是否太濃或太紅？
- 釦子是否都扣好？
- 絲襪是否有破損？
- 是否飾物過多？

Questions?



Table Manners
食的禮節

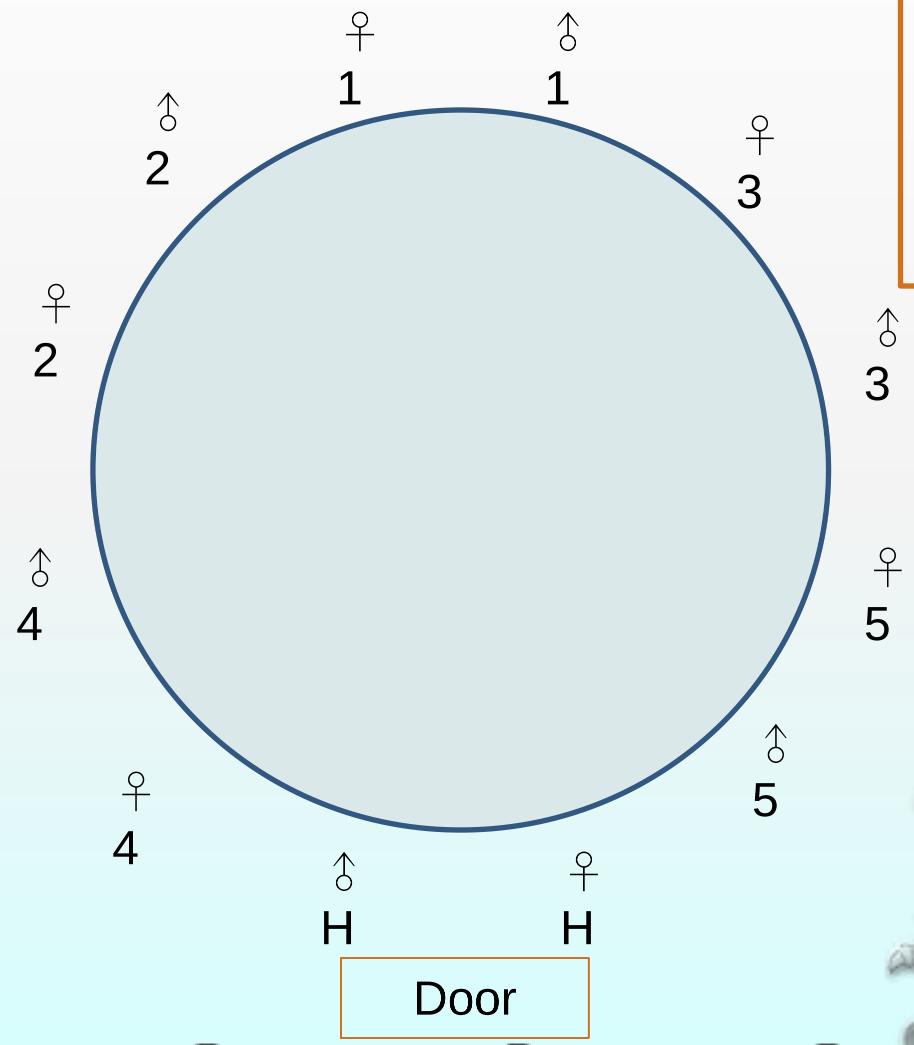


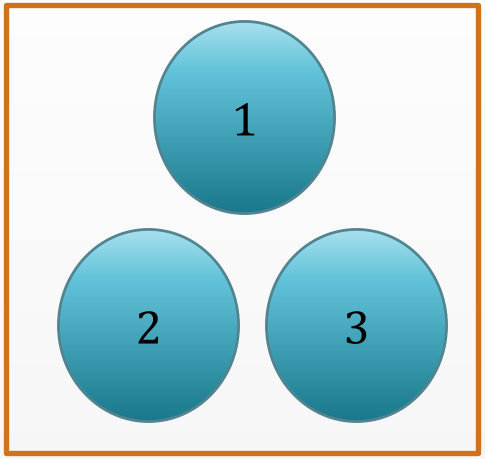
Invitation

- Date / Time / Place
- Styles
  - Reception / Cocktail
  - Lunch / Supper / Dinner
- RSVP, request for responses

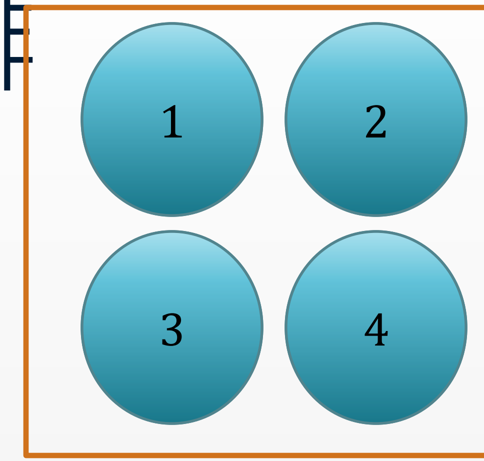
  (French: répondez s'il vous plaît)
- Dress code

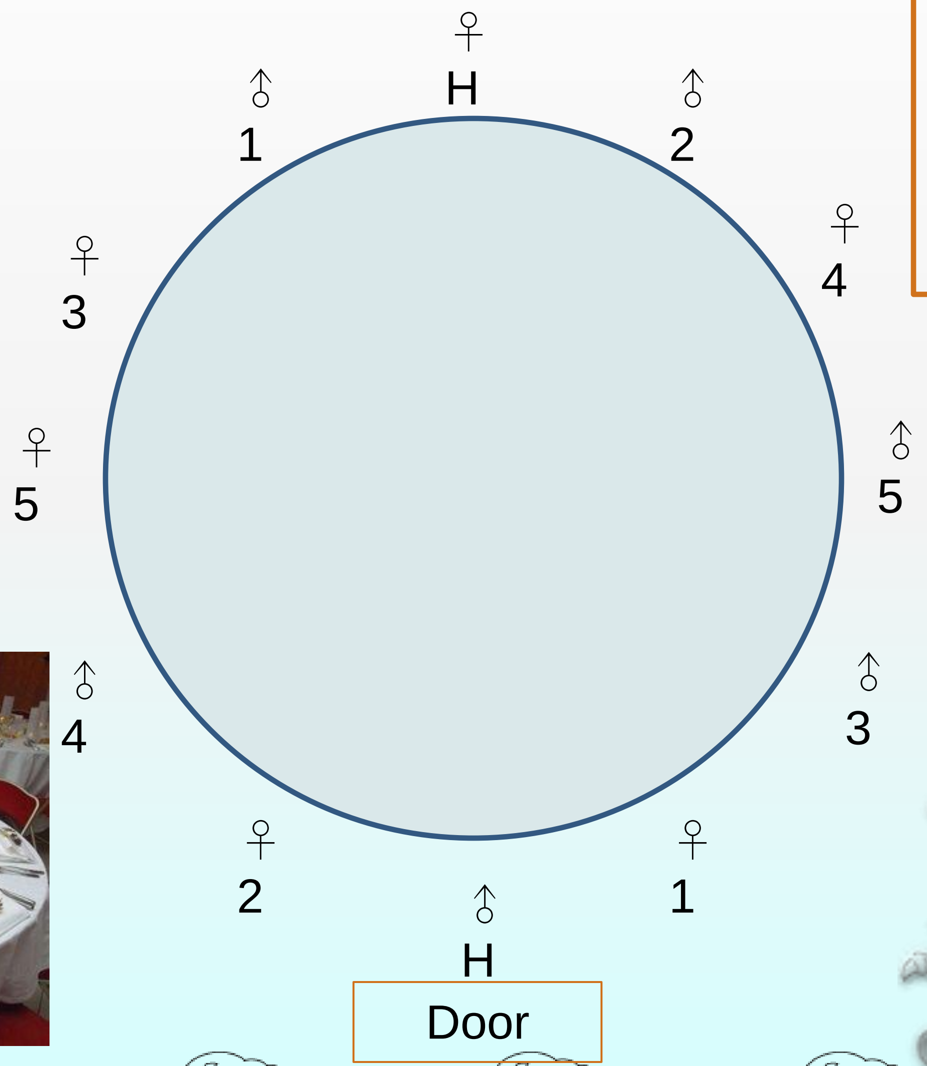
中式座位安排





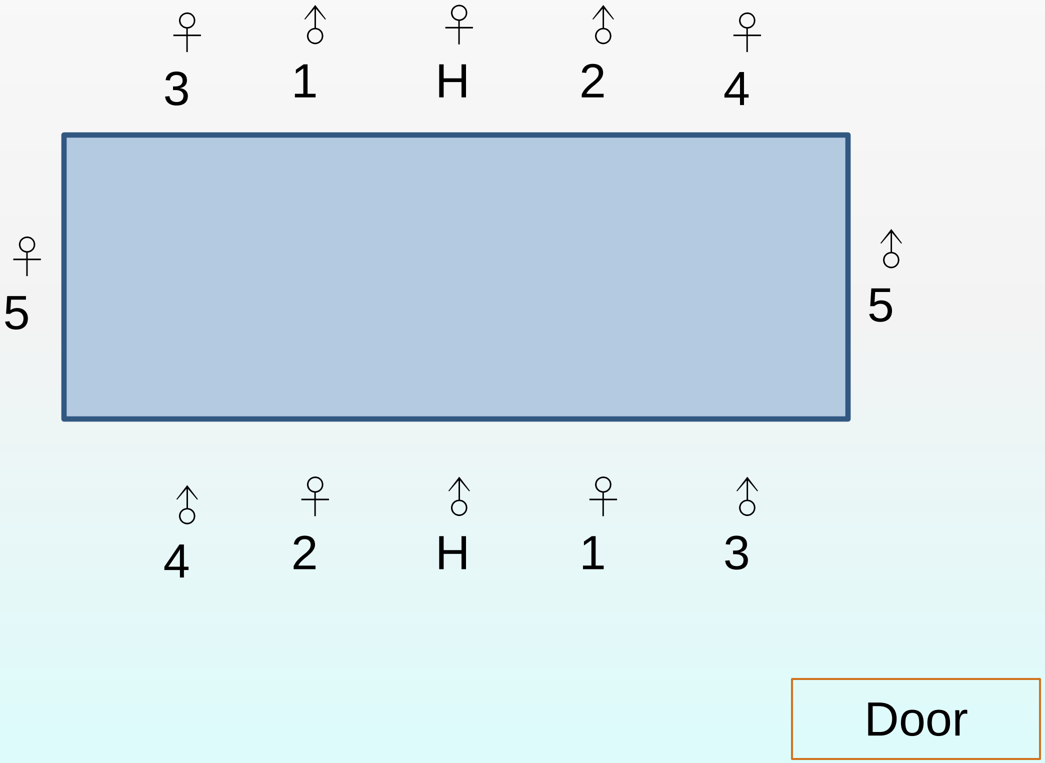
西式圓桌座位安排







西式方桌座位安排



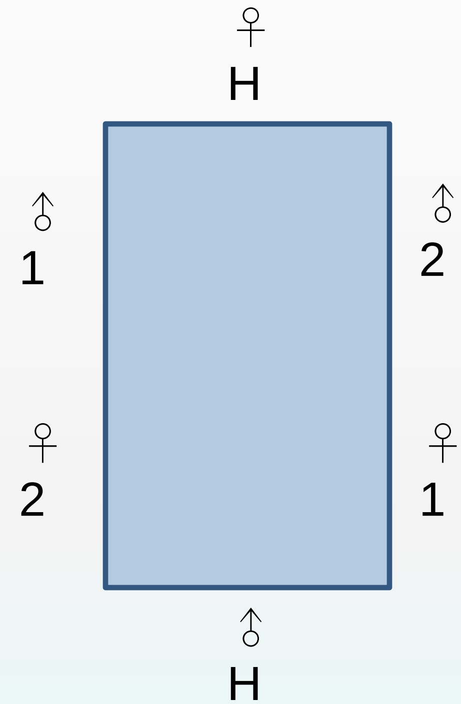
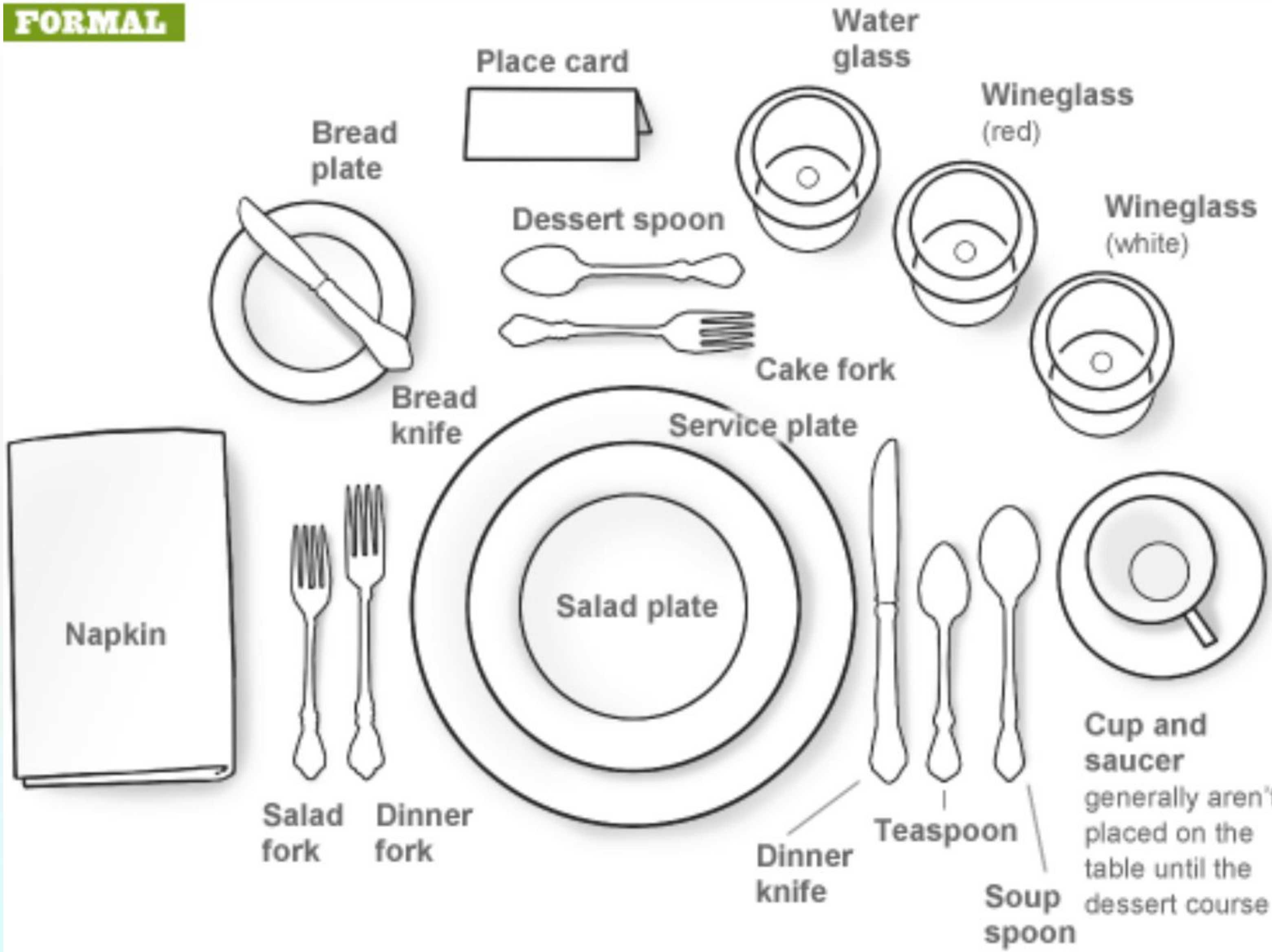




Table Settings



- Solids to the left – Liquids to the right “b”read and “d”rink
- Pick up silverware from the outside in – toward your plate
- Put napkin on lap as soon as host does. Napkins remain on your lap until completion of meal. Never use as a bib


FORMAL
Place card
Water glass
Wineglass (red)
Wineglass (white)
Bread plate
Dessert spoon
Cake fork
Bread knife
Service plate
Napkin
Salad plate
Salad fork
Dinner fork
Dinner knife
Teaspoon
Soup spoon
Cup and saucer generally aren't placed on the table until the dessert course

Wine Glasses



White Wine Glass

Red Wine Glass

Champagne Glass

Courses

- Appetizer
- Soup
- Salad
- Entrée (Main course)
  - Fish
  - Meat
  - Side dishes
- Dessert





Utensils



- Do not make a fist around the handle of the utensil
- Continental style: cut food one bite at a time, use the fork in left hand, tines down, to spear the food and bring to mouth
- American Standard style: cut food a few bites at a time, lay the knife across the plate (sharp edges toward you), and switch fork to right hand to eat





Napkin Etiquette



- Wait for the host or hostess to take his or her napkin off the table and place it in his or her lap
- Don't tuck a napkin into your collar, between the buttons of your shirt, or in your belt
- Use your napkin frequently during the meal to blot or pat, not wipe, your lips
- When leaving the table temporarily, put your napkin on your chair
- Leave your napkin in loose folds that keep soiled parts hidden when meal is over

Bread and Butter Etiquette

- If the loaf is not cut, cut a few pieces, offer them to the person to your left, and then pass the basket to your right
- Do not touch the loaf with your fingers, instead use the clothe in the bread basket as a buffer to steady the bread as you slice it
- Place the bread and butter on your butter plate, then break off a bite sized piece of bread, put a little butter on it, and eat it



Manners



- Wait for your host/hostess to pick up his/her fork to eat first
- Wait until everyone at the table has been served before beginning to eat
- Start with “bon appétit”
- Do not talk with food in your mouth
- Chew with your mouth closed
- Do not blow on your soup to cool it; stir it gently to cool off

Buffet style

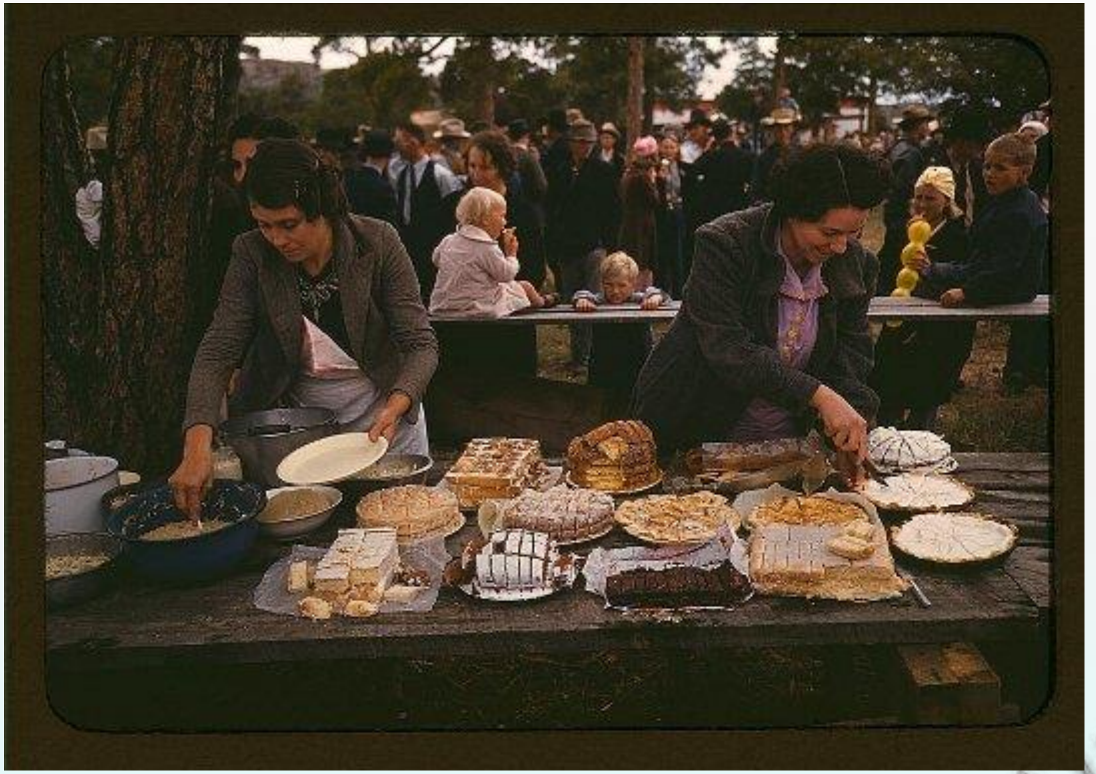


Table Manners



- Salt and pepper are always passed together
- Taste your food before seasoning it
- Food is served from the left and dishes are cleared from the right
- If you are first to take the bread basket, offer to your left first, take your piece, then pass to the right

Eating Soup

- Dip spoon soup away from you to eat
- Sip the liquid from the side of the spoon
- Don’t put the whole spoon in your mouth
- Do not leave the spoon in the bowl – put it on the saucer/platter





Eating Tips



- Cut your salad if the leaves are too large
- Never rest your elbows on the table – forearms are ok
- Never rest a utensil half on a plate and half on the table
- Never let the knife, fork or spoon touch the table after you started eating



When You Are Finished



- Lay your fork and knife (sharp side of knife inward), at the 4:00/10:00 position
- Leave plate where it is – don't push it away
- Used napkin goes next to your plate, not on top of the plate
- Do not ask for a toothpick

Common Sense Etiquette

- Turn off phone before any meal or interview
- Men should never wear a hat at the table
- Excuse yourself to go to the restroom to blow your nose – don't blow your nose into your napkin



Final Etiquette Points

- Use "please" and "thank-you" and always be polite to the wait staff
- Always send a thank-you note the meal
- If those in your group want separate checks, make the request of your server at the start, even before you order a drink or appetizer

Drinks

- Aperitif / Cocktail
- Beer
- Champagne
- White Wine
- Red Wine
- Liqueur
- Soft drink



Wine tasting process





- Look
- Swirl
- Smell
- Taste





Small Talk Tips



- Know about your host
- Become knowledgeable about world and national events
- Become familiar with various topics: current best-selling books, news events, famous people, fitness crazes, medical and technological advances, travel, and sports
- Ask others about themselves, their family, work, or hobby
- Ask people their opinions
- Stay away from controversial topics: politics, sex, religion
- Listen, Listen, Listen
- Practice, Practice, Practice

Proper tipping etiquette in USA

- Waiter: 15% to 20% of the bill; 25% for extraordinary service
- Wine steward: 15% of wine bill
- Bartender: 10% to 15% of bar bill
- Coat check: $1.00 per coat
- Car attendant: $2.00 to $5.00




THANK
YOU

